



Not Just Once

The Bimonthly Newsletter of HCFA's
 National Medicare Mammography Campaign

WELCOME!

We are pleased to bring you the next issue of the Not Just Once Newsletter. You will notice some new features in this issue, including the "Not Just Once Newsroom" where we bring you the latest news off the wires in the area of mammography and breast cancer. Of particular interest will be CDC's findings in the May 7, 1999 issue of the Morbidity and Mortality Weekly Report, showing that nearly one in four American women aged 40 and older reported that their physician failed to recommend mammography screening within the past two years. This percentage rose to more than 46% in women 80 years and over.

As always, we encourage you to submit a story about your experiences, including details about your approaches, accomplishments, and difficulties in getting out the message to older women about the importance of regular mammograms. These articles are a source of inspiration and learning for all of us in our mutual effort to promote awareness and understanding of the Medicare mammography screening benefit.

Sincerely,

Ta Budetti

Deputy Regional Administrator
 HCFA, Region V, Chicago

Sandy Kappert

Director, Division of Health Promotion
 HCFA's Center for Beneficiary Services

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Know Someone Who Should Get This
 Newsletter?

Not Just Once

THE BIMONTHLY NEWSLETTER OF HCFA'S NATIONAL
 MEDICARE MAMMOGRAPHY CAMPAIGN

Call us and we'll add them to our mailing list.

Tel: 312-886-5352

Or contact us by email at: Rklugman@hcfa.gov

THE NOT JUST ONCE NEWSROOM

Providing You With The Latest In Breast Cancer News

Some MDs fail to recommend mammograms

According to a survey, nearly one in four American women aged 40 or older report that their physician failed to recommend mammography screening within the past 2 years. Such screening can reduce the risk of dying from breast cancer by up to 30%. Physicians and other healthcare providers "should recommend (regular) mammography screening for all women aged 40 years or over," conclude experts at the Centers for Disease Control and Prevention (CDC) in Atlanta, Georgia. Their comments come in response to the survey, published in the May 7th issue of the CDC's journal, *Morbidity and Mortality Weekly Report*. In the survey, researchers at the CDC and the North Carolina Department of Health and Human Services examined data from the 1997 Behavioral Risk Factor Surveillance System survey. In the study, over 1,200 North Carolina women were interviewed regarding consultations with healthcare providers occurring over the previous 2 years. The authors report that "23% of women aged 40 years or over who had had a routine physical examination... did not recall having a discussion about mammography with a healthcare provider." This percentage rose to more than 46% in women over 80 years of age, which may reflect "the unknown benefit of screening women aged 70 years and over. The lower percentage among older women also might reflect that older women are less likely to receive a routine physical examination from an obstetrician/gynecologist, the specialist most likely to recommend mammography screening," write the study authors. Poor and less-educated women were less likely to receive a mammography recommendation from their physician compared with their more affluent and better-educated peers. For example, the researchers note that just 65% of women making less than \$15,000 per year were urged to undergo screening by their doctors "compared with 80% - 82% of women in higher income groups." According to a

CDC editorial, this last finding may be linked to an assumption on the part of physicians that poorer women cannot afford mammography. If this is the case, the CDC experts conclude that healthcare providers "need to be (made) aware of changes in Medicare and Medicaid... and the availability of inexpensive and no-cost screening through the National Breast and Cervical Cancer Early Detection Program. Physician advice does appear to have a strong impact on a woman's decision to seek out regular mammography screening. According to the survey, 86% of women who discussed mammography with their doctors went on to receive screening, compared with 44% of women who had not received such advice. The survey also found that a third of women who had not had a mammogram in the past 2 years cited lack of medical advice as the main reason for this neglect. (SOURCE: *Morbidity and Mortality Weekly Report* 1999;48:356-358. May 7, 1999)

FDA Approves Breast Imaging System

The U.S. Food and Drug Administration has granted marketing approval to TransScan Medical, Inc.'s, T-Scan TS-2000 breast imaging system, which is designed to help determine if mammography findings indicate cancer. The system was approved by the FDA for use as an adjunct to mammography in those cases in which mammography findings are equivocal. The TS-2000 system consists of a hand-held probe that sends a small electrical signal into the breast to detect differences in electrical impedance between malignant tumor tissue and normal breast tissue; results are displayed on a computer screen. Developers say the T-Scan has the potential to significantly reduce the number of negative biopsies in women with inconclusive mammography results. (SOURCE: FDA release, a copy of which is available at: <http://www.fda.gov/opacom/hpnews.html>. April 19, 1999).

Eating More Fruit and Vegetables May Lower Breast Cancer Risk

A recent study concludes that increased daily intake of fruits and vegetables appears to be associated with a significantly reduced risk of breast cancer in premenopausal women. Researchers at the Harvard School of Public Health studied data from the ongoing 83,234-participant Nurses' Health Study to draw their conclusions. The study found that those women who consumed five or more servings of fruits and vegetables per day had a 23 percent lower risk of breast cancer, compared to women who ate less than two servings daily. Authors note that the reduced risk associated with higher fruit and vegetable intake was apparent in premenopausal women and in postmenopausal women taking estrogen therapy, but not in postmenopausal women not on estrogen therapy, suggesting that the anticarcinogenic effects of components in fruits and vegetables may require estrogens to be effective. SOURCE: The study is in the *Journal of the National Cancer Institute* (1999;91:547-556).

Legislation Proposed to Fund Breast and Cervical Cancer Treatment

Members of the U.S. House of Representatives have proposed legislation that would allow states to fund the treatment of women with breast and cervical cancers that are detected through the National Breast and Cervical Cancer Early Detection. The early detection program currently provides for free mammograms and Pap smears for low-income women who have no insurance. The U.S. Centers for Disease Control and Prevention says the program, which it oversees, has detected more than 3,600 cases of breast cancer and 400 cases of invasive cervical cancer since its inception in 1990. The new legislation, which was introduced in the House by Reps. Lazio, Anna Eshoo (D-Calif.), and Ileana Ros-Lehtinen (R-Fla.), would allow states to use Medicaid funds to extend coverage to women under the age of 65 whose cancers are detected through the CDC program and who are otherwise unin-

Educational Events

JUNE

6/5/99

NATIONAL RACE FOR THE CURE

The 10th Anniversary National Race for the Cure® will be held in Washington, DC on June 5, 1999. The National Race raises funds for and awareness of breast cancer education, research, screenings and treatment programs for both the Washington, DC area and the Susan G. Komen Breast Cancer Foundation National Grants Program.

6/12 - 6/15

7th ANNUAL CONGRESS ON WOMEN'S HEALTH

This meeting, sponsored by the Journal of Women's Health and the Society for the Advancement of Women's Health Research, will be held in Hilton Head, South Carolina from June 12 - 15, 1999. For additional information, please contact BioConferences at 914/834-3100.



6/23 - 6/26/99

9TH ANNUAL CONFERENCE ON SOCIAL MARKETING IN PUBLIC HEALTH

Sponsored by the University of Southern Florida School of Public Health, this meeting will focus on the advanced application of social marketing practice. Among the primary theoretical and applied principles to be discussed are focus groups, pretesting, media advocacy, behavior change, strategic approaches to creative design, and other training modules. The meeting will be held at the Sheraton Sand Key Resort in Clearwater Beach, Florida. Please contact the USF School of Public Health for more information at 1-888-873-2674, and press "2" for the Social Marketing Conference.

JULY

7/26 - 7/31/99

WORLD CONFERENCE ON BREAST CANCER

This multidisciplinary conference will host participants from over 50 countries. The event seeks to educate and disseminate information on all aspects of breast cancer. The main objective of this meeting is to strengthen international breast cancer networks in the effort to eradicate this disease. Location: Ottawa, Canada. For more information, call: 613-549-1118.

AUGUST

8/15 - 8/18/99

RN BREAST HEALTH COORDINATOR/EDUCATOR TRAINING COURSE

With 38.1 CEUs available, this training course is geared toward RNs working in the area of breast health program coordination and educational outreach. The meeting will be held August 15-18 on the grounds of Emory University's beautiful conference center in Atlanta, Georgia. Please contact Educare at 1-800-849-9271 for registration information.

SEPTEMBER

9/8 - 9/10/99

MEETING THE CHALLENGES OF COMPREHENSIVE CANCER CONTROL

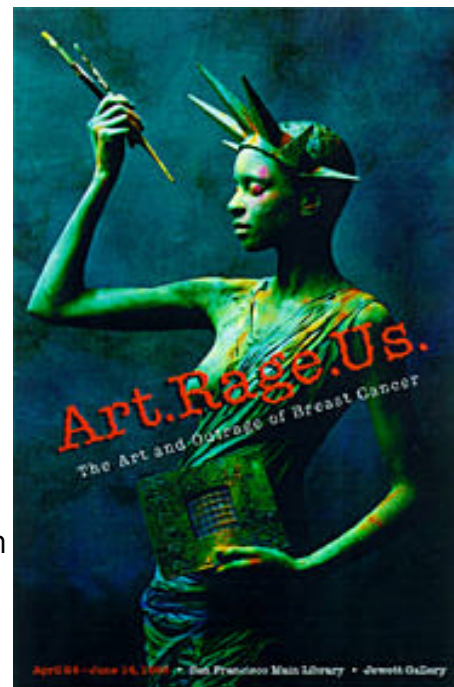
The Centers for Disease Control and Prevention (CDC) will be hosting the 1999 cancer conference, "Meeting the Challenges of Comprehensive Cancer Control" September 8-10, 1999, at the Atlanta Marriott Marquis in Atlanta, GA. Important partners in the collaborative meeting include the American Cancer Society, the Association of State and Territorial Chronic Disease Program Directors, the Association of State and Territorial Directors of Health Promotion and Public Health Education, and the National Cancer Institute. Continuing education credits are available. For more information, call: 404-521-0000.



Los Angeles Art Exhibit Showcases Fight Against Breast Cancer

Art.Rage.Us. is a powerful collection of paintings, drawings, sculpture, poetry, essays and journals which makes a magnificent statement about the healing power of art. 189 women who have faced breast cancer submitted their work to an art jury and a writing jury in San Francisco. 75 were selected to appear in an exhibit in the spring of 1998, and to present their work in a beautiful, 176 page catalog of the exhibition.

The exhibit opened at the Los Angeles Public Library's, Central Library, 630 W. Fifth Street, on March 6, 1999. The exhibit, on view in the Library's Getty Gallery, is free. Presented by The Breast Cancer Fund and the Library Foundation of Los Angeles, the exhibit, comprised of more than 75 professional and non-professional artists and writers from the U. S., Canada and Europe, will be on display through May 30, 1999.



Many breast cancer patients use art and writing as a part of their healing. The Art. Rage. Us. Coalition received more than 500 submissions of art and writing. Works selected for the exhibit were chosen through a jury process and include, drawings, sculpture, photography, paintings, textile works and ceramics as well as poetry, essays, short stories and videos. Each piece will be accompanied by a brief statement about the women's experience with the disease and her artistic process. In addition to the exhibit, the library will also host several breast cancer education and awareness programs developed by local community organizations. Admission to the exhibit and the related programs is free to the public.

The Art.Rage.Us. catalog can be ordered directly from The Breast Cancer Fund. The price is \$27.01 (which includes tax) plus \$3.00 shipping and handling. You can order by phone, using Mastercard or Visa, or you can send a check via mail. The phone number is (415) 543-2979. The mailing address is 282 Second Street, 2nd Floor, San Francisco, CA 94105. Please allow three weeks for your book to arrive.

For more information about the exhibit and related programs, please call 213.228.7000.

HCFA's Regional Mammography Coordinators

We're Here To Lend Helping Hand!

CFA's regional mammography coordinators are at your service! Give us a call and we will be glad to put HCFA's road-tested resources to work for you. We will be glad to provide you with HCFA's 1999 mammography outreach materials, as well as a wide variety of other resources. Call your regional mammography coordinator today and see what we can do for you!



**Call
Us
Today**

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PRO SPOTLIGHT

QIPRO and la Alianza Puertorriqueña para la Promoción de la Mamografía

Breast cancer is the leading cause of cancer mortality in Puerto Rican women, and Quality Improvement Professional Research Organization (QIPRO) has undertaken a significant mammography promotion campaign geared toward increasing mammography rates among Puerto Rican Medicare beneficiaries. As part of these efforts, QIPRO created a coalition in 1997 comprised of various agencies from federal and local government at the commonwealth and municipal level as well as private, civic and non-profit organizations. The coalition is known as "Alianza Puertorriqueña para la Promoción de la Mamografía," the Puerto Rican Alliance for the Promotion of Mammography (referred to throughout this narrative as the Alliance).

The Alliance directs the general strategies for QIPRO's educational campaign. Monthly meetings of representatives of the member organizations are held to plan, organize and monitor the progress of the strategies used in the campaign. Individual member organizations of the Alliance also conduct independent activities using their own resources, with status reports being submitted to the Alliance.

Highlights of activities that have been implemented by the Alliance include:

Press Conference to Launch Campaign

A press conference was held to launch the campaign, initiated by the First Lady of Puerto Rico, Mrs. Irma Margarita Nevares de Rossell (picture insert on right), the God Mother of the Campaign. The ceremony was held on the grounds of the Governor's mansion, Los Jardines de la Fortaleza.



First Ladies and Mayors of Puerto Rico

QIPRO coordinated with each municipality's first lady or mayor (where the mayor is a woman) to encourage their cooperation by conducting local campaigns in each of Puerto Rico's 78 municipalities, with the counseling of the Alliance.

"Lazos de Amor para el Recuerdo" (Ribbons of Love for Remembrance)

This activity involves the main religious sectors in the campaign, including Catholic, Episcopal and the Evangelic Council. A special day was designated in which all participating religious organizations placed the official pink campaign ribbon and the official poster on their doors. Church members were given the campaign button with its educational message and a minute of silence was held for all victims of breast cancer who have died.



The strength of this project is that so many external partner organization have come forward to join with the Alliance to help carry the educational message to women across the island. The fact that Medicare now pays for annual screening mammographies as part of the coverage makes it easier to bring the message to the attention of the women being targeted.

Outside of the Alliance itself, QIPRO continues to include mammography information in all its regular beneficiary education activities - health fairs, speaker's service, seminars, TV and radio program appearances, in quarterly newsletters to beneficiaries and professionals and on their Web site. In addition, they are producing the various brochures, campaign buttons, posters and other material for use both with Alliance partners and by the PRO directly. **Not Just Once** salutes QIPRO and the Alliance for undertaking this impressive campaign to promote breast cancer awareness and mammography to Medicare women across Puerto Rico.

Every other month, we offer the opportunity for regional offices and PROs to share information about activities that are underway in their communities. We encourage you to email submissions for our next issue of **Not Just Once** to rklugman@hcfa.gov. We'll be sure to include your update.

Time to Reorder?



As you may know, HCFA has been working in partnership with the National Cancer Institute (NCI) to develop a joint health promotion campaign for our Medicare mammography efforts. HCFA has adopted NCI's slogan — "Mammograms: Not Just Once, But For A Lifetime..." — to assure a consistent message from the Department of Health and Human Services. NCI has worked to customize their breast cancer health promotion materials for our Medicare audience, and include details about the new annual mammography benefit, the Medicare 1-800 number, and HCFA's logo. The materials have been created in large print, and all are available in Spanish language. **These materials are all available free of charge to HCFA's mammography partners.**

HCFA has worked with NCI to develop a system where our partners can fax in an order form for these materials directly through NCI's Cancer Information Service (CIS). A copy of this order form is attached below. Rather than ordering in bulk, we request that you order on an as needed basis, limiting your order to 5,000 per item. This new system will reduce unnecessary waste, and will help ensure a more systematic process of dissemination. Typically, orders will be filled within one to two weeks. **Please fax the order form below directly to the Cancer Information Service at:**

(301) 330-7968.

National Cancer Institute/Health Care Financing Administration
Mammography Education and Promotion Materials



ORDER FORM

Name:

Title:

Organization:

Address:

City:

Zip Code:

Phone:

Title & Contents Description	Language	Publication Number	Size	Quantity
Mammograms... Not Just Once, But For A Lifetime Large-print, easy to read brochure that defines mammography, describes who needs this important examination, and Medicare information.	English	H496	8½ x 11	
Spanish Version — See above.	Spanish	H497	8½ x 11	
Older Woman Poster Includes slogan with Medicare information. A poster featuring an older woman, available for display in health care settings (minimum order: 20)	English	G500	11 x 17	(maximum order 5000)
Spanish Version — See above.	Spanish	G501	11 x 17	(maximum order 5000)
Older Woman Bookmark Includes slogan with Medicare information. Bookmark features an older woman with facts in breast cancer, mammography, and Medicare coverage.	English	Z498	2 x 8	(maximum order 5000)
Spanish Version — See above.	Spanish	Z499	2 x 8	(maximum order 5000)
Pap Tests: A healthy habit for life Large-print, easy-to-read brochure that defines Pap tests, describes who needs this screening test, and includes Medicare information.	English	H345	8½ x 11	(maximum order 5000)

Multi-City Mammography Project Update

Bells for Remembrance, Mammograms Save Lives: The Georgia Medical Care Foundation's Multi-City Partnership

By Jim Coan, HCFA's Center for Beneficiary Services

Bells for Remembrance, Mammograms Save Lives is the theme and slogan for the Atlanta Multi-City Mammography Pilot Project. The project, itself, functions under a partnership which was created by the Georgia Medical Care Foundation (GMCF). There are approximately 125 partners which includes 115 churches of various denominations, 9 senior high rise residences, and a sorority. This is not to mention the project's affiliations with the American Cancer Society, the Susan G. Komen Foundation, a variety of medical centers and clinics, and several coalitions and community based organizations. And, if it seems that this is an unwieldy number, you only have to witness one of their meetings or events to see that this is a well organized and synergistic group who are committed to convincing African-American women in the Atlanta area to get annual screening mammograms.



One of the main reasons that this group interacts so effectively is that GMCF intended from the start that the community would "own" the project. This empowers all of the partners to participate in decision making and instills confidence to enable the community to continue the effort long after the Multi-City Mammography Pilot Project concludes. It would not serve the community to have them become dependent on GMCF for the long-term success of the project. To further demonstrate this independence, almost all of the 20 plus activities undertaken so far have been co-sponsored, or sponsored by other groups/agencies with background support from GMCF.

What about project activities during the initial phase of the project? The first event was held in 1998 at the Greater Piney Grove Baptist Church and included representatives from approximately 50 collaborating congregations. In May of that year the first Mother's Day Bells for Remembrance program was held in 55 churches in the greater Atlanta area and reached over 30,000 people. Later events included a barbecue and a Gospel Fest featuring area church choirs plus others in a large health fair environment with 3 mobile mammography units on site.

Of course, as with any complex endeavor, there are many lessons learned. Among these lessons was the realization that the magnitude of an effort to reach African-American women through their congregation is very labor intensive. Another realization was that project collaborators needed significantly more support in capacity building than was originally realized. These experiences are very revealing, indeed. Although it is not uncommon to underestimate the level of effort needed and to overestimate the capacity of our partners, future community programs should take into consideration that even the most motivated participants must be prepared to be involved "all the way". Furthermore, it should not be assumed that the level of organization of the community partners is necessarily equal to the expectations of the project. This kind of experience, however, will improve the planning of future campaigns and projects with respect to fully evaluating the infrastructure before planning activities.

We congratulate the Atlanta partnership, the Georgia Medical Care Foundation, and the Bells for Remembrance campaign for their outstanding efforts, their sense of commitment, and for their contribution toward reducing breast cancer among African-American women in Atlanta..

In future issues of **Not Just Once**, Jim Coan will continue to highlight each of the six Multi-City projects and describe their approaches, their accomplishments, and their difficulties in an effort to demonstrate how a strong community ownership can improve the health of every member of that community. If you would like more information on HCFA's Multi-City Projects, please contact Jim Coan at (410) 786-9168.

The **Not Just Once** Newsletter is published bimonthly to provide timely information to HCFA's mammography partners. For more information, questions, or comments, please contact Ta Budetti or Rachel Klugman at HCFA's Chicago Regional Office, (312) 353-1753 or by mail:
Not Just Once Newsletter, 105 W. Adams, 14th Floor, Chicago, Illinois 60603.